

WIC STATE PLAN FY 2003

Goals and Objectives

Our watchwords are:

Quality;

Integrity;

Respect; and

Services to 100% of funded potentially eligible clients.

Quality is a degree or grade of excellence. It is doing the right thing. It is the hallmark of how we want our services delivered both to our external and our internal customers.

Integrity is firm adherence to a code or standard of values. It is accountability, effective stewardship of federal and state funds, and the state or quality of being whole and balanced.

Customer service with respect is the willingness to show consideration or appreciation and the willingness to modify clinic or state agency systems whenever possible or necessary to satisfy customer needs and wants in an expeditious yet efficient manner. This premise should permeate the culture of the program, accommodating ethnic and cultural differences and families with special health care needs, following the Covey principle to “first seek to understand.”

To serve the maximum number of potentially eligible clients, Program managers must constantly strive for quality and integrity in order to serve the maximum number of potentially eligible clients within the limitations of the federal grant dollars.

By delivering quality services with integrity and respect, WIC will move closer to serving 100% of our funded potentially eligible population and ultimately contribute to better health outcomes for the families of Texas.

TASKS TO BE ACCCOMPLISHED IN FY 2003

1. Identify the barriers to serving more clients, the opportunities for growth, and the strategies, plans and priorities for the program which would lead to

successfully serving and sustaining a caseload of 950,000 clients by 2007. Develop incremental strategies for change and implement those which can be undertaken and completed in FY 2003. Accomplish this task through the WIC Infrastructure Workgroup in coordination with the Health Communications Division of the Associateship for Family Health and the Texas Association of Local WIC Directors (TALWD).

2. Implement an EBT pilot project in El Paso, Texas to deliver food benefits by smart card. Accomplish this task under the leadership of the EBT Planning Division in coordination with the Department of Human Services Lonestar Program, the Automation Planning Division of the Associateship for Family Health, and local agency and vendor stakeholders.

3. Implement the statewide deployment of a Very Small Aperture Terminal (VSAT) satellite communications system for improved state/local communications linkage and the provision of interactive distance learning. Accomplish this task under the leadership of the EBT Planning Division in close coordination with the WIC Training and Technical Assistance Division and the Automation Planning Division of the Associateship for Family Health.

4. Plan and develop the migration of the Texas WIC Information Network (WIN) statewide automation system to a *Windows* environment. Accomplish this task under the leadership of the WIC Administration Section and the WIN Evolution Workgroup.

5. Resurrect the program's Nutrition Services Integrity Initiative to improve and strengthen nutrition services so that WIC will continue to be the premiere public health nutrition program. Further explore, finalize, and implement staffing standards for qualified staff in WIC clinics. Develop commensurate standards for staff development/training and develop training. Accomplish this task under the leadership of the Public Health Nutrition and Education Division. Include TALWD staff in all phases of this task as appropriate.

6. As part of the USDA Southwest Region's Nutrition Services Integrity Initiative, sponsor and conduct the Road to Excellence Teleconference on Obesity and the implementation of the Literacy Project as part of this task. Accomplish this task under the leadership of the Public Health Nutrition and Education and the Training and Technical Assistance Divisions.

7. Participate as a key member of the TDH Nutrition and Physical Activity Workgroup established by the Commissioner of Health and under the executive sponsorship of the Associate Commissioner for Family Health to meet the goals

of the department for the development of one coordinated strategy for the agency to address obesity and the general need for fitness for all citizens of Texas. Accomplish this task under the leadership of the Public Health Nutrition and Education Division.

8. Assess the feasibility of implementing the Center for Disease Control's Pediatric Nutrition Surveillance and Pregnancy Nutrition Surveillance Systems and, if feasible, develop plans for inclusion of the system in the next generation of the Texas WIC Information Network (WIN system). Accomplish this task under the leadership of the Public Health Nutrition and Education Division in close coordination with the Research and Public Health Assessment and Automation Planning Divisions of the Associateship for Family Health.

9. Develop a data management plan to include monthly meetings between program staff and staff from the Research and Public Health Assessment Division of the Associateship for Family Health. Conduct a preliminary analysis of data resources and constraints, research priorities, and ongoing routine needs leading to a final plan for use and management of WIC client data. Accomplish this task under the leadership of the Public Health Nutrition and Education Division in close coordination with the Research and Public Health Assessment Division of the Associateship for Family Health.

10. Update the identification of all program partners and develop a comprehensive referral manual for local agencies. Continue to strengthen collaborative outreach and referral efforts with health and human services programs both at the central office and community level including coordinated and integrated health messages for client populations. Accomplish this task under the leadership of the Collaboration Workgroup, comprised of state and local contractor staff.

11. In coordination with TALWD representatives, continue to develop the best and most equitable funding formula possible to ensure WIC services can be delivered to the most clients possible with excellence and quality. Accomplish this task under the leadership of the Provider Relations Division in coordination with the Infrastructure Workgroup, comprised of state and local contractor staff.

12. In coordination with the Associateship for Family Health's Quality Assurance Monitoring Division, continue addressing all aspects of the quality assurance process with a focus on 1) ensuring local agencies are monitored for quality services according to objective criteria and 2) revising the tools used to monitor local agency clinical operations and 3) continuing to participate in the annual risk assessment of WIC local agencies to prioritize contractors by the risk

for potential shortfalls in delivering quality services. Accomplish this task under the leadership of the Provider Relations Division.

13. Continue to work with TALWD to efficiently manage WIC publications, including improving and modernizing the management and distribution of forms, publications, and materials in accordance with TDH policy maximizing the use of an on-line ordering system. Accomplish this task under the leadership of the WIC Administration Section.

14. Ensure effective implementation of and compliance with the requirements of the USDA Final Rule on Food Delivery Systems for the prevention and detection of client dual participation and the collection of vendor overcharges during pricing analysis. Accomplish this task under the leadership of the Provider Relations Division and the Vendor Operations Division respectively and with the collaboration of the Automation Planning Division of the Associateship for Family Health.

15. Finalize plans and take appropriate actions to shift management and payment authorization for currently out-sourced data entry contracts from TDH Information Services to the WIC Vendor Operations Division. Accomplish this task under the leadership of the Vendor Operations Division.

16. Continue to refine and improve the vendor compliance monitoring process and associated policies and rules. Accomplish this task under the leadership of the Vendor Operations Division.

17. Provide timely and accurate responses to all legislative bill analyses assigned to the Program during the 78th Legislative Session in accordance with TDH procedure. Accomplish this task under the leadership of the WIC Administration Section.

18. Continue to strengthen inclusive decision making, understanding and open effective communications with external stakeholders by working closely with and providing administrative support and coordination assistance to the WIC Advisory Committee. Accomplish this task under the leadership of the WIC Administration Section.

19. Continue to participate in and coordinate the TDH Customer Service Blueprint Committee. Accomplish this task under the leadership of the Training and Technical Assistance Division.

20. Continue to participate as an adjunct program in the TDH Service Delivery Integration Blueprint initiative. Accomplish this task under the leadership of the WIC Administration Section.

21. Develop a civil rights training module which addresses health disparities, a problem which is well-documented as existing both in access to care and quality of care. The problem of health disparities is one component of the TDH Commissioner's priorities for improving health access and prevention. Accomplish this task under the leadership of the Training and Technical Assistance Division.

22. Continue to increase breastfeeding initiation and duration rates, through coordinated education, support and promotion efforts, along with the distribution of breast pumps, the peer counseling program, and staff training. Look at the feasibility of eliminating or greatly reducing sample formula distribution. Accomplish this task under the leadership of the Public Health Nutrition and Education Division.